

IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

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2012 Manufacturer's Forum

8th Annual Passport to Dining --- North Lake Tahoe's Most Affordable Food & Drink Event Set for October 4

North Tahoe Business Association is gearing up for the 8th Annual Passport to Dining, North Tahoe's most affordable all-you-can-eat and drink event, Thursday, October 4, 6-9 p.m. at the North Tahoe Event Center, in Kings Beach.

Passport to Dining has become a not-to-miss fall social event featuring samples of delicious food and beverages from more than 25 restaurants, breweries, wineries, and --- new this year --- distilleries, including Sierra Nevada Pale Ale, Petra, Michael David Winery, The Rustic Lounge at Cedar Glen Lodge, Tahoe Moonshine Distillery, Las Panchitas, The Soule Domain, Tahoe Teas, CB's Pizza & Grill, Tahoe Blue Vodka, Conrad's Steaks, Chops & Seafood, The Grid Bar & Grill, Luchessi Winery, and Spindleshanks.

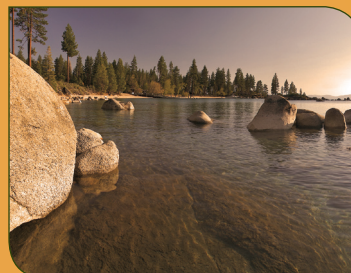
"We are excited to have Tahoe Moonshine Distillery and Tahoe Blue Vodka participating this year, offering liquor tastings to attendees as well as food, beer and wine tastings," said Ernie Dambach, North Tahoe Business Association Board president. "The event should be a lot of fun!"

While attendees enjoy food tastings and beverages, they will be entertained by live music performed by a local bluegrass band, The Wrinkle, as well as by a raffle and auction of valuable items donated by area businesses. The auction will include Northern California Getaway Packages, San Francisco Giants tickets and swag, a one-week timeshare vacation, and much more. The event will be emceed by Tahoe TV's Eric T. Brandt.

Passport to Dining's travel theme will be obvious this year, with restaurant participants featuring foods from around the world, and with booths decorated and staff members dressed to represent their food's country of origin. Attendees are encouraged to dress in attire representing countries from around the world.

Passport to Dining is sponsored by the participating restaurants, breweries, wineries, and distilleries. Passport to Dining media sponsors include Tahoe TV, Moonshine Ink, Sierra Sun, and The Weekly.

Passport to Dining tickets are now on sale for \$30 and are available online at www.northtahoebusiness.org or can be purchased at North Tahoe Event Center in Kings Beach, Tahoe City Visitors Center, and the Truckee Donner Chamber of Commerce. Day of Event tickets are \$40. For more information or to purchase tickets by phone, call (530) 546-9000 or visit www.NorthTahoeBusiness.org.



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Into the Wild – Wild Chicken Coffee Succeeds on a Wing and a Prayer

In 2005, Charlotte Langston was a single woman living in Los Angeles looking for a place to build her dream coffee shop. The building in downtown Loomis she chose and presented to the bank was less than appealing – a used clothing store off the main street.

“My location was a hard sell to the bank,” Langston said, “but I could only see the potential. I managed to show that my business idea had such a unique and calculated appeal that I was approved by the banks.”

Langston opened Wild Chicken Coffee on January 1, 2006, with four part-time employees and business hours of seven days a week, 5:30 a.m. to 9 p.m. Currently Wild Chicken has 13 employees, and Langston plans to add three more full-time positions and four temporary when the business’s new roasting facility goes into production.

Langston opened selling only fresh-roasted coffee and traditional coffee drinks, later she expanded the business to home-made food items for both breakfast and lunch. By 2007, business was booming, and Langston had expanded wholesale roasting, distributing to over 20 grocery stores, and was building a second retail location.”

At the start of 2008, though, Langston decided to scale back wholesale roasting and distribution and not to open the second retail location. “I took a heavy loss,” she said, “but was very glad later for those decisions because we were able to save our original retail location

as the economy worsened. We started off 2009 by adding beer and wine to our menu, and in 2010 and 2011, we preserved ourselves by focusing on our core business, cutting costs, and adding to our patio and inside seating.”

This year, Langston decided to start the move toward wholesale coffee roasting again, this time with a specific market in mind and a slower calculated growth.

Langston feels that what sets her apart from others in her niche is her confidence. “I named my business something wacky, then jumped into the arena with the largest competitor,” she said. “We can’t beat them in marketing and national presence, but we can beat them in service and core product. For example, we can purchase the higher quality coffee because our bottom line is different.”

“My success so far has not been in remarkable monetary gains, but instead a steady build in business during a very insecure time for small businesses. My family has learned to work a little harder, live with a little less, and take small safe steps toward our dream of expansion. And I get enormous personal satisfaction out of knowing I helped the community in some capacity.”

Wild Chicken Coffee is located at 3640 Taylor Rd. Loomis, CA. For more information, visit <http://wildchickencoffee.com/our-company.php>

Wijit Wheelchair Inventor Honored for Innovation

The inventor of the Wijit Wheelchair, which features levers for easier driving and braking, recently won the SARTA MedStart 2012 Claire Pomery Award for Innovation in Medical Technology. Brian Watwood, developer of the Wijit, was paralyzed in a cycling accident and confined to a wheelchair in the late 1980s. That experience led him to develop a better wheelchair. Watwood was given the award in June at the MetStart Med Tech Showcase in Sacramento put on by the Sacramento Area Regional Technology Alliance.

In Watwood’s original design, the Wijit Lever clamped to the wheelchair’s frame and grabbed the surface of the tires. But by the time he had the financing to start production, wheelchairs were morphing. New chairs of lightweight tubular steel began proliferating. Adapting the Wijit would mean creating a separate version for each model of wheelchair.

“All of my parts I would use to make my Wijits became untenable,” Watwood said. So around 1999 he started over with a design that would apply leverage to the hub by means of a roller clutch. Years of refinement and testing yielded even better results than the original. People who know Watwood applaud him for his tenacity.

“One of the things that makes him different is that no matter what came his way, he stuck with this thing,” said Mike Ziegler, CEO of Pride Industries, which is manufacturing and distributing the device. Because Pride’s mission is to create meaningful jobs for people with disabilities, that completes the chain: A disabled person invented it, disabled people will assemble and ship it, and disabled people will use it.

Gearing in the new design delivers at least 43 percent more force, Watwood said. That’s a boon to children or adults who don’t have enough strength to propel their wheelchairs, and makes it easier for anyone to navigate grass or soft ground. The design also works with about 80 percent of existing wheelchairs in the world.

In May, Watwood was also named a Health Care Hero by the Sacramento Business Journal.

For more information, visit wijit.com or call (916) 791-0505.

—from Sacramento Business Journal articles



Former SureWest PR Chief Strikes Out on Her Own

The former chief of public affairs for SureWest communications Inc. has formed her own public affairs company. Krista Bernasconi, 37, announced in July that she will operate a solo firm in Roseville called KFB Public Affairs.

"The biggest challenge in going solo has really been just getting the business of the business taken care of," Bernasconi said. "Routine tasks such as setting up an office, solving my own IT issues, and keeping up on bookkeeping, all have to occur while simultaneously working for clients. I'm driven by my clients and their projects, so I'm learning how to manage my time. I certainly have a renewed respect for the small business owner."

For businesses and nonprofits, KFB will provide public and media relations, government relations, community engagement, strategic partnership development, and board and association management. Bernasconi will also consult with and provide project management to Consolidated Communications Holdings Inc., the company that recently completed its purchase of SureWest.

"What sets me apart, I think, is my background, knowledge, contacts, and, to some extent, interpersonal skills," Bernasconi noted. "There are many successful public affairs professionals, many of whom are my colleagues and mentors. We employ slightly different strategies to accomplish our goals, and I think we can all learn from one another."

"I'm operating on the knowledge that in this climate there is a real appetite among businesses to hire the help they need when they need it. That's what being a consultant is all about. It's delivering an efficient timetable for a project, often in uncharted territory for a client, which can result in both time and money

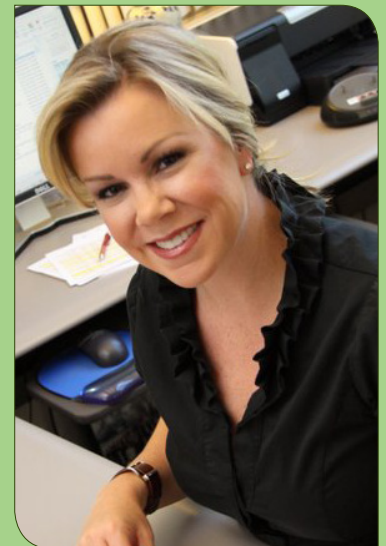
savings for the business."

Bernasconi serves on the Roseville Planning Commission and has served on several boards, including those of the Roseville City School District and Roseville Chamber of Commerce.

"I chose my office space in Downtown Roseville, which is where my mom has owned her business for more than 30 years and where several new projects are bringing new life to this revitalized area. It's true that when you support a small business owner, you're supporting our local economy. I can see it myself as I've bought products and services from other local businesses, which wouldn't have happened if I hadn't taken the leap!"

Bernasconi was a 2010 "40 Under 40" honoree of the Sacramento Business Journal. Also in 2010, she was awarded the nationally recognized Athena award for excellence, creativity, and initiative in profession. In 2011, the California State University of Sacramento recognized Bernasconi with a Distinguished Service Award for her professional accomplishments.

For more information, visit <http://kfbpublicaffairs.com/services-> or call KFB Public Affairs at (916) 223-1060.



Calendar of Events

This calendar is a small sampling of the many events taking place throughout Placer County. Check with our office or a local newspaper for additional listings. We make every effort to insure that information is correct, but last-minute changes can occur. PLEASE CALL AHEAD TO VERIFY TIMES, DATES, AND LOCATIONS.

October

- **October 5 – 14: Second Annual Harvest Festival** at Resort at Squaw Creek. Featuring bluegrass music, hayrides, pumpkin painting, pumpkin bowling, and other games; autumn-themed spa treatments, beer garden with live music, fall-flavored dining specials. Special lodging packages available. For details, visit www.squawcreek.com.
- **October 6: Loomis Eggplant Festival.** A family event including arts and crafts, art walk, live entertainment, wine garden, Chamber of Commerce Showcase, food and beverages. Free parking and free admission. Taylor Rd., Loomis. For details, call (916) 652-7252.
- **October 6 & 7: Colfax Railroad Days.** Colfax Business Fair, Colfax Outdoor Quilt Show, Model Train Exhibit, Steam Engine Rides, Motor-rail car rides, vintage railroad films at Colfax Theatre, Railroad Art Show, Kidz Zone. BBQ both days. All activities in Downtown Colfax. For details, call (530) 346-8888.
- **October 7 – 14: 3rd Annual Lake Tahoe Restaurant Week.** The event gives food aficionados an opportunity to enjoy 3-course, prix-fixe menus at more than 25 participating restaurants, both new and established favorites, throughout the Lake Tahoe region. For details and tickets, visit www.TahoeRestaurantWeek.com.
- **October 12: Auburn Industry 2012 Event** showcases the Auburn Airport and the adjacent Business Park. Keynote speaker for lunch is Kelly Brothers, award-winning Sacramento news anchor and a principal partner in investment firm Genovese, Burford & Brothers. Also presenting will be Barbara Hayes from the Sacramento Area Commerce and Trade Organization (SACTO) to update the audience on the next Economy Capital Region Prosperity Plan and trends on the activity of new businesses moving to the region. The event includes bus and walking tours of the Auburn Municipal Airport and Business Park and a showing of the new video series on Auburn. 8 a.m. to 2 p.m. To receive an invitation, call (530) 885-5616.
- **October 13: Scarecrow Sprint & Stroll Fun Run** at Commons Beach. Scarecrow costumes encouraged for this kids' fun run, 11 a.m. start. Costume contest to follow. Commons Beach, Tahoe City. For details, visit www.tahoesnowfest.com.
- **October 13: 4th Annual Tour de Rocklin**, a charity cycling event offering three new routes through Rocklin and parts of south Placer County. 7 a.m. to 3 p.m., starting at Sierra Meadows Plaza, Rocklin. For details, call (916) 258-BIKE.
- **October 20: Machado Orchards' 2nd Annual Apple Festival.** A free family event including apple-picking, alpaca viewing, artists in the orchards, children's activities, and much more. At Machado Orchards, 100 Apple Lane, Auburn. For details, call (530) 823-1393.
- **October 20: Auburn Community Festival.** A day of fun for families. Scarecrow decorating contest, giant pumpkin weigh-off, recipe contest, costume parade, children's activities, food booths, live music. 10 a.m. to 4 p.m. at Auburn Recreation Park, Auburn. For details, call (530) 885-8461.
- **October 27 & 28: Auburn Symphony presents "French Fantasy," Masterworks Series Concert One**, under the direction of Maestro Peter Jaffe; with guest artist Sarina Zhang, Solo Cello. At Placer High Auditorium, Auburn. For times and tickets, call (530) 823-6683 or visit www.auburnsymphony.com.
- **October 30: Placer County's 3rd Annual Manufacturers' Forum** with keynote speaker Lt. Governor Gavin Newsom. At the Rocklin Sunset Center, 2560 Sunset Blvd., Rocklin, 8 a.m. to 11:30 a.m. For details, email kkreeger@placer.ca.gov.

November

- **November 8 – 11: Cowpoke Fall Gathering.** A slice of Western life comes alive when well-known cowboy poets and musicians celebrate the past in stories, humor and song. At the Blue Goose Event Center, Loomis. For details and tickets, call (916) 652-6113 or visit www.soplacerheritage.org.
- **November 9 – 11: 19th Annual Autumn Art Studios Tour.** Dozens of Placer County artists show and demonstrate their work in studio locations from Roseville to Colfax. For details, call PlacerArts at (530) 885-5670 or visit www.PlacerArts.org.
- **November 11: Veteran's Day.** A day of events celebrating Auburn's hometown hero WWII Triple Ace Pilot Col. Bud Anderson as Grand Marshall of the Veteran's Day Parade, lunch following the parade at the Armory, Col. Bud Anderson Way road unveiling at Auburn Airport, staging at Ceronix at 1:30 p.m. Auburn Honor Guard performance, Congressman McClintock as well as state and local elected officials' presentations to Col. Anderson. For details, call John Carr at (530) 823-0428 or Ed Sowa at (530) 885-1600.
- **November 16 – 18: Mountain Mandarin Festival.** An autumn celebration of locally grown mandarins and mandarin products. Includes cooking demonstrations, recipe and centerpiece contests, live entertainment, free children's activities. At Gold Country Fairgrounds, Auburn. For details, visit www.mandarinfestival.com.



Economic Development Board Spotlight: Dr. Tim Herman

Dr. Herman became the City of Roseville's representative to the Economic Development Board in January 2011. He was elected to the Roseville City Council in November 2010. At the time of his election, Herman was finishing nearly 10 years on the Roseville Parks and Recreation Commission.

"As the representative on the Economic Development Board for the largest city in Placer County," Herman said, "I see my role as sharing what we are doing in Roseville and looking for opportunities where we can boost the individual success of each other's efforts, as well as work together to strengthen our economic development efforts collectively in our county."

Herman has been a practicing dentist in Roseville since 1989 and is the managing partner of A+ Personalized Dental Care of Roseville and Lincoln, a family group practice.

"My perspective on the board comes from the view of a business owner," Herman said. "I have owned my group dental practice that has three locations and nearly 50 employees for over 20 years. I understand the risks we must take to be successful and the true checks and balances all successful operations must have in place to monitor an organization."

As a Roseville council member, Herman is the chairman of Roseville's Economic Development Advisory Committee. He served as vice chair of the Higher Education Task Force that has developed and is now moving forward with a plan to attract higher education to Roseville and

the South Placer region. He has been a strong supporter of Roseville's downtown revitalization. In 2009, Herman was named the Roseville Chamber of Commerce's Business Person of the Year.



Active in his community, Herman was a member of the Cooley Middle School's original site council and represented Roseville High School on the Continuous Improvement Leadership Team. He has also coached soccer, basketball, and served as president of the Woodcreek Sea Wolves swim team.

A native Californian, Herman has lived in Roseville since 1992 with his wife Pam and daughter Joceline. He loves to water ski, play basketball, and to train for and run marathons. Starting in September, he will be training for the 30th annual California International Marathon, from Folsom to the State Capital, on December 2. If all goes well, Herman says, he will qualify for the Boston Marathon.

On the overall purpose of the Economic Development Board, Herman said, "I believe that with such a large and diverse county as Placer, the board functions to bring us all together to share information and best practices, to coordinate efforts, to get to know each other and become familiar with the strengths of all areas of our county so we can cross-promote to prospective businesses and keep them in Placer instead of losing them to another region or state."



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Save the date!

Tuesday, October 30, 2012

8 a.m. to 11:30 a.m.

ROCKLIN EVENT CENTER
2650 Sunset Blvd. Rocklin, CA 95677



- Keynote Speaker: Lt. Gov. Gavin Newsom
- Interactive Panel Discussion:
Workers' Compensation Reforms in California
- Next Economy - Capital Region Prosperity Plan
Spotlight: Advanced Manufacturing
- Hosted by the Placer County
Economic Development Board

2012
Manufacturer's
FORUM

For more information call 530.889.4016